



# Alternative Fuel Labeling

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## RESOURCES

More information on applicable Wisconsin laws can be found at these links:

### E15 – Retailer Fact Sheet

<https://datcp.wi.gov/Documents/E15RetailerFactSheet.pdf>

### Wis. Admin. Code ATCP 94

[http://docs.legis.wisconsin.gov/code/admin\\_code/atcp/090/94/](http://docs.legis.wisconsin.gov/code/admin_code/atcp/090/94/)

## What are alternative fuels?

“Alternative fuels” are liquid automotive fuels that include:

- Methanol, denatured ethanol, and other alcohols
- Mixtures containing 85% or more by volume of methanol and/or other alcohols with gasoline or other fuels
- E15 (gasoline containing more than 10% but not greater than 15% ethanol by volume)
- Ethanol flex fuels (gasoline containing more than 10% but not greater than 83% ethanol by volume, excluding E15)
- Coal-derived liquid fuels
- Biodiesel
- Biomass-based diesel
- Biodiesel blends containing more than 5% biodiesel by volume
- Biomass-based diesel blends containing more than 5% biomass-based diesel by volume

## What are the requirements for labeling alternative fuels?



[Wisconsin Administrative Code § ATCP 94.300\(1\)](#) requires all liquid fuel dispensers located at motor fuel dispensing facilities, garages, or other places where liquid fuel products are offered for sale to be conspicuously labeled with the product’s automotive fuel rating.

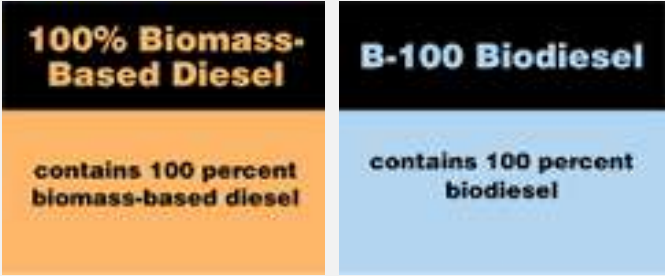
If you are a retailer, you must post the automotive fuel rating of all alternative automotive fuel you sell to consumers. The “automotive fuel rating” for alternative fuel includes the percentage of the principle component of the fuel and applicable label declarations/restrictions regarding the use of the fuel. The Federal Trade Commission (FTC), under [Title 16 CFR Part 306](#), establishes the labeling requirements for alternative fuels, and the Environmental Protection Agency (EPA), under [Title 40 CFR 80.1501](#), establishes the labeling requirements for E15.

## What information is required on the labels?

The specific labeling requirements for automotive fuel ratings depends on the type of alternative fuel being sold:

What information is required on the labels? (cont.)

Fuel Type	Labeling Requirement
<p>* E15</p>	 <p>--E15 must be labeled according to FTC and EPA requirements:</p> <ul style="list-style-type: none"> <li>• The text “Attention/E15/Up to 15% ethanol/Use only in               <ul style="list-style-type: none"> <li>• 2001 and newer passenger vehicles</li> <li>• Flex-fuel vehicles</li> </ul>               Don't use in other vehicles, boats, or gasoline-powered equipment. It may cause damage and is prohibited by Federal law.”             </li> </ul>
<p>* Ethanol flex fuels</p>	 <p>--Ethanol flex fuels must be labeled according to FTC requirements:</p> <ul style="list-style-type: none"> <li>• The ethanol component, expressed as a percentage by volume, rounded up to the next highest 10%</li> <li>• The text “Use Only in Flex-Fuel Vehicles/May Harm Other Engines”</li> </ul>

Fuel Type	Labeling Requirement
<ul style="list-style-type: none"> <li>* Biodiesel</li> <li>* Biomass-based diesel</li> <li>* Biomass-based diesel blends with more than 5% biomass-based diesel</li> <li>* Biodiesel blends with more than 5% biodiesel</li> </ul>	<div data-bbox="667 153 1328 426">  </div> <p>--Biodiesel must be labeled according to FTC requirements:</p> <ul style="list-style-type: none"> <li>• The biomass-based diesel or biodiesel component, expressed as a percentage by volume</li> <li>• Biodiesel fuel and blends must also be labeled with the capital letter “B” followed by the volume percentage of the biodiesel</li> </ul>
<ul style="list-style-type: none"> <li>* All other alternative fuels</li> </ul>	<ul style="list-style-type: none"> <li>• The commonly used name of the fuel</li> <li>• The principal component of the fuel, expressed as a minimum percentage by volume</li> <li>• Other components, expressed as a minimum percentage by volume, may be included if desired</li> </ul>

### What is required when posting the labels on the dispensers?

- At least one label must be posted on each face of each alternative fuel dispenser.
  - If you are selling two or more kinds of alternative fuel with different automotive fuel ratings from a single dispenser, separate labels for each fuel must be posted on each face of the dispenser.
- Labels must be placed conspicuously on the dispenser so as to be in full view of consumers and as near as reasonably practical to the price per unit of the fuel.
- Labels must be maintained and replaced as needed to make sure consumers can easily see and read them.
  - If the labels are destroyed or are unusable or unreadable for some unexpected reason, you can satisfy the law by posting a temporary label as much like the required label as possible. You must still get and post the required label without delay.
- You may petition for an exemption from the placement requirements by writing the Secretary of the Federal Trade Commission, Washington, DC 20580. You must state the reasons that you want the exemption.
- If you do not blend alternative liquid automotive fuels, you must post consistent with the automotive fuel rating certified to you. If you blend alternative liquid automotive fuels, you must possess a reasonable basis, consisting of competent and reliable evidence, for the automotive fuel rating that you post for the blend.
- The State of Wisconsin requires that fueling dispensers installed after February 1<sup>st</sup>, 2009 have a separate fueling nozzle and hose for dispensing any ethanol-blended motor fuels of more than 10 percent ethanol by volume.
- Dispensers installed prior to February 1<sup>st</sup>, 2009 that do not have a separate nozzle and hose for dispensing ethanol-blended fuels must bear a label clearly warning any purchaser that the first gallon may have more than 10 percent ethanol by volume. This label must be adjacent to the required ethanol rating label, and must meet all labeling requirements specified in Wisconsin Administrative Code § ATPC 94.300(1)(b).

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